

ORDER



Orders
Order / Rev: 716993
Alt Order #: 06340592
Product Desc: ROMNEY FOR PRESIDENT
Estimate: 404
Flight Dates: 09/26/12 - 10/02/12
Original Date / Rev: 09/25/12 / 09/27/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: American Rambler Productions/ POL
Buying Contact:
Billing Contact:
 138 Conant Street
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Romney/ R / President
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	70	\$76,025.00	\$64,621.25
10/01/12	10/02/12	40	\$57,900.00	\$49,215.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	70	\$76,025.00	\$64,621.25	0.00
October 2012	40	\$57,900.00	\$49,215.00	0.00
Totals	110	\$133,925.00	\$113,836.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	09/26/12	09/28/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	--WTF--	:30	9	\$800.00	P-3	0.00	NM	9	\$7,200.00
3X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					9	\$800.00		0.00			
E 2	WKYC	09/26/12	09/28/12	M-F 7-9a Today Today Show	CM	7a-9a	--WTF--	:30	9	\$800.00	P-3	0.00	NM	9	\$7,200.00
3X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					9	\$800.00		0.00			
E 3	WKYC	09/26/12	09/28/12	M-F 9-10a Today II Today Show II	CM	9a-10a	--WTF--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					3	\$400.00		0.00			
E 4	WKYC	09/26/12	09/28/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	--WTF--	:30	6	\$200.00	P-3	0.00	NM	6	\$1,200.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--					6	\$200.00		0.00			
E 5	WKYC	09/26/12	09/28/12	Days of Our Lives Days of Our Lives	CM	1p-2p	--WTF--	:30	3	\$375.00	P-3	0.00	NM	3	\$1,125.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	WKYC	09/26/12	09/28/12	Days of Our Lives Days of Our Lives	CM	1p-2p	--WTF--	:30	3	\$375.00	P-3	0.00	NM	3	\$1,125.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	--WTF--	3		\$375.00		0.00						
E 6	WKYC	09/26/12	09/28/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--WTF--	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	--WTF--	3		\$450.00		0.00						
E 7	WKYC	09/26/12	09/28/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	--WTF--	:30	6	\$1,800.00	P-3	0.00	NM	6	\$10,800.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	--WTF--	6		\$1,800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	NKYC	09/24/12-09/30/12		M-F 6-630p	6p-630p		--WThF----	:30	(\$1,800.00)	0.00	NM				
See MG 7.7,7.8 [NA/Oversold]															
6	NKYC	09/24/12-09/30/12		M-F 6-630p	6p-630p		--WThF----	:30	(\$1,800.00)	0.00	NM				
See MG 7.7,7.8 [NA/Oversold]															
7	NKYC	10/01/12-10/02/12		M-F 730-8p	730-8p		MT-----	:30	\$2,400.00	0.00	NM				
Ⓜ MG for 7.6,7.1															
8	NKYC	10/01/12-10/02/12		Tonight Show	1135p-1237a		MT-----	:30	\$1,200.00	0.00	NM				
Ⓜ MG for 7.6,7.1															
E 8	WKYC	09/26/12	09/28/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	--WTF--	:30	6	\$1,800.00	P-3	0.00	NM	6	\$10,800.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	--WTF--	6		\$1,800.00		0.00						
E 9	WKYC	09/26/12	09/28/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	--WTF--	:30	6	\$1,800.00	P-3	0.00	NM	6	\$10,800.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	--WTF--	6		\$1,800.00		0.00						
E 10	WKYC	09/26/12	09/28/12	Tonight Show Tonight Show	CM	1135p-1237a	--WTF--	:30	3	\$800.00	P-3	0.00	NM	3	\$2,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	--WTF--	3		\$800.00		0.00						
E 11	WKYC	09/26/12	09/28/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	--WTF--	:30	3	\$350.00	P-3	0.00	NM	3	\$1,050.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	--WTF--	3		\$350.00		0.00						
E 12	WKYC	09/29/12	09/29/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$800.00	P-3	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S-	1		\$800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	NKYC	09/24/12-09/30/12		SAT TDY	7a-9a		-----Sa--	:30	(\$800.00)	0.00	NM				
See MG 12.2 [Prgm Change]															
2	NKYC	09/29/12-09/29/12		Sat Prime Other	9-11p		(9:00 PM-11:00 PM)-----Sa--	:30	\$1,600.00	0.00	NM				
Ⓜ MG for 13.1,12.1															
E 13	WKYC	09/29/12	09/29/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	1	\$800.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S-	1		\$800.00		0.00						

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 13	WKYC	09/29/12	09/29/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	1	\$800.00	P-3	0.00	NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S- 1 \$800.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WKYC 09/24/12-09/30/12 Sat 9-1030a 9a-1030a -----Sa- :30 (\$800.00) 0.00 NM See MG 12.2 [Prgm Change]															
E 14	WKYC	09/29/12	09/29/12	Sat 11-1135p LN SAT	CM	11-1130p	-----S-	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S- 1 \$1,800.00 0.00															
E 15	WKYC	09/30/12	09/30/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S 1 \$800.00 0.00															
E 16	WKYC	09/30/12	09/30/12	Sun 6-630p Channel 3 News at 6p SUN	CM	6-630p	-----S	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S 1 \$1,800.00 0.00															
E 17	WKYC	09/30/12	09/30/12	NFL Regular Season Fo NFL Football	CM	NFL Football (8:00 PM-11:00 PM)	-----S	:30	1	\$6,500.00	P-3	0.00	NM	1	\$6,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S 1 \$6,500.00 0.00															
E 18	WKYC	09/30/12	09/30/12	Post NFL News LN Sun Follows NFL	CM	Various	-----S	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S 1 \$1,800.00 0.00															
N 19	WKYC	10/01/12	10/02/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	MT-----	:30	6	\$1,400.00	P-2	0.00	NM	6	\$8,400.00
3X PER DAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 MT----- 6 \$1,400.00 0.00															
N 20	WKYC	10/01/12	10/02/12	M-F 7-9a Today Today Show	CM	7a-9a	MT-----	:30	6	\$1,400.00	P-2	0.00	NM	6	\$8,400.00
3X PER DAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 MT----- 6 \$1,400.00 0.00															
N 21	WKYC	10/01/12	10/02/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MT-----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
3X PER DAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 MT----- 2 \$600.00 0.00															
N 22	WKYC	10/01/12	10/02/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	MT-----	:30	4	\$400.00	P-2	0.00	NM	4	\$1,600.00
3X PER DAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 MT----- 4 \$400.00 0.00															
N 23	WKYC	10/01/12	10/02/12	Days of Our Lives Days of Our Lives	CM	1p-2p	MT-----	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
3X PER DAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 MT----- 2 \$500.00 0.00															
N 24	WKYC	10/01/12	10/02/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	MT-----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
3X PER DAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 MT----- 2 \$600.00 0.00															
N 25	WKYC	10/01/12	10/02/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	MT-----	:30	4	\$2,400.00	P-2	0.00	NM	4	\$9,600.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----					4	\$2,400.00		0.00			
N26	WKYC	10/01/12	10/02/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	MT-----	:30	4	\$2,400.00	P-2	0.00	NM	4	\$9,600.00
3X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----					4	\$2,400.00		0.00			
N27	WKYC	10/01/12	10/02/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	MT-----	:30	4	\$2,400.00	P-2	0.00	NM	4	\$9,600.00
3X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----					4	\$2,400.00		0.00			
N28	WKYC	10/01/12	10/02/12	Tonight Show Tonight Show	CM	1135p-1237a	MT-----	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
3X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----					2	\$1,200.00		0.00			
N29	WKYC	10/01/12	10/02/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	MT-----	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
3X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----					2	\$650.00		0.00			
N30	WKYC	09/28/12	09/28/12	Fri Prime C Fri Prime C	CM	10-11p	----F--	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----F--					1	\$5,000.00		0.00			
N31	WKYC	09/29/12	09/29/12	Golf Ryder Cup SA/SU 7A-6PM	CM	7A-6PM	-----S-	:30	4	\$650.00	P-2	0.00	NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-					4	\$650.00		0.00			
N32	WKYC	09/30/12	09/30/12	Golf Ryder Cup SA/SU 7A-6PM	CM	7A-6PM	-----S	:30	4	\$650.00	P-2	0.00	NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S					4	\$650.00		0.00			
													Totals	110	\$133,925.00